

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A label for use with marketing a device comprising:
a first end;
a second end; and
an intermediate portion ~~having indicia disposed thereon specific to marketing the device, wherein the intermediate portion is~~ selectively adjustable between a retracted position in which a portion of the intermediate portion is obscured, and an extended position in which at least a portion of the intermediate portion that was obscured is clearly seen or easily distinguished,
wherein at least a portion of the label ~~one of the first end and the second end~~ is adapted to be connected to the device.
2. (Original) The label as recited in claim 1, wherein the intermediate portion comprises a folded portion.
3. (Original) The label as recited in claim 1, wherein the intermediate portion comprises a first portion and a second portion, the second portion being positioned beneath the first portion.
4. (Original) The label as recited in claim 1, wherein the intermediate portion comprises an S-shaped portion.

5. (Original) The label as recited in claim 1, wherein at least a portion of the intermediate portion is comprised of a flexible material.